

To: Dew, Judy[Dew.Judy@epa.gov]
Cc: Orquina, Jessica[Orquina.Jessica@epa.gov]
From: Hart, Daniel
Sent: Fri 4/7/2017 4:19:06 PM
Subject: Fwd: Top web search terms

Judy, how does this look with what you're seeing?

Daniel (Danny) Hart | Director of Web Communications | Office of Public Affairs | U.S. EPA
| [Tel:202.564.7577](tel:202.564.7577) | cell: [202.365.7095](tel:202.365.7095)

Begin forwarded message:

From: "Hart, Daniel" <Hart.Daniel@epa.gov>
Date: April 7, 2017 at 10:56:34 AM EDT
To: "Orquina, Jessica" <Orquina.Jessica@epa.gov>
Subject: RE: Top web search terms

I did a quick look at the past year for content and referrers:

	Page ?	Source ?	Pageviews ? ↓	Unique Pageview
			557,812 % of Total: 0.26% (217,885,870)	425 % of Total: 0.01% (151,000)
<input type="checkbox"/>	1. epa.gov/cleanpowerplan/clean-power-plan-existing-power-plants	google	120,616 (21.62%)	88,408
<input type="checkbox"/>	2. epa.gov/cleanpowerplan	google	48,771 (8.74%)	35,261
<input type="checkbox"/>	3. epa.gov/cleanpowerplan/fact-sheet-overview-clean-power-plan	google	36,359 (6.52%)	32,365
<input type="checkbox"/>	4. epa.gov/cleanpowerplan/clean-power-plan-existing-power-plants	(direct)	25,349 (4.54%)	17,945
<input type="checkbox"/>	5. epa.gov/cleanpowerplan/learn-about-carbon-pollution-power-plants	google	24,785 (4.44%)	20,950
<input type="checkbox"/>	6. epa.gov/cleanpowerplan	(direct)	16,926 (3.03%)	12,569
<input type="checkbox"/>	7. epa.gov/cleanpowerplan/regulatory-actions	google	13,104 (2.35%)	10,070
<input type="checkbox"/>	8. epa.gov/cleanpowerplan/carbon-pollution-standards-new-modified-and-reconstructed-power-plants	google	9,652 (1.73%)	7,243
<input type="checkbox"/>	9. epa.gov/cleanpowerplantoolbox	google	8,299 (1.49%)	5,562
<input type="checkbox"/>	10. epa.gov/cleanpowerplan/clean-energy-incentive-program	google	8,225 (1.47%)	5,905

Daniel (Danny) Hart | Director, Office of Web Communication, Office of Public Affairs,
U.S. EPA | desk: 202-564-7577 | cell: 202-365-7095

From: Dew, Judy

Sent: Friday, April 07, 2017 10:53 AM


To: Orquina, Jessica <Orquina.Jessica@epa.gov>; Hart, Daniel <Hart.Daniel@epa.gov>

Subject: RE: Top web search terms

These are the top 5 pages in the clean power plan and their top referrers. When we do the redirects the whole site including subpages will redirect to the new page so there shouldn't be 404 errors. No matter where the links originated.











epa.gov/cleanpowerplan/clean-power-plan-existing-power-plants

top referrers to this page.

Previous Page Path		Pageviews	% Pageviews
epa.gov/cleanpowerplan		1,340	30.52%
epa.gov/cleanpowerplan/fact-sheet-overview-clean-power-plan		674	15.35%
epa.gov/cleanpowerplan/regulatory-actions		378	8.61%
epa.gov/climatechange/climate-change-regulatory-initiatives		165	3.76%
epa.gov/cleanpowerplan/carbon-pollution-standards-new-modified-and-reconstructed-power-plants		157	3.58%
epa.gov/cleanpowerplan/learn-about-carbon-pollution-power-plants		131	2.98%
epa.gov/cleanpowerplan/fact-sheet-clean-power-plan-numbers		115	2.62%
epa.gov/cleanpowerplan/clean-power-plan-petitions-reconsideration-january-2017		110	2.51%
epa.gov/cleanpowerplan/fact-sheet-clean-power-plan-key-changes-and-improvements		91	2.07%
epa.gov/cleanpowerplan/clean-power-plan-final-rule-table-contents		90	2.05%








epa.gov/cleanpowerplan/fact-sheet-overview-clean-power-plan

top referrers

Previous Page Path	Pageviews	% Pageviews
epa.gov/cleanpowerplan/clean-power-plan-existing-power-plants 	2,198	84.83%
epa.gov/cleanpowerplan 	149	5.75%
epa.gov/home/pdf-files 	28	1.08%
epa.gov/index.html 	20	0.77%
epa.gov/cleanpowerplan/fact-sheet-clean-power-plan-numbers 	18	0.69%
epa.gov/ghgemissions/us-greenhouse-gas-inventory-report-1990-2014 	12	0.46%
epa.gov/laws-regulations/summary-clean-air-act 	12	0.46%
epa.gov/newsreleases/epa-review-clean-power-plan-under-president-trumps-executive-order 	10	0.39%
epa.gov/clean-air-act-overview 	9	0.35%
epa.gov/cleanpowerplan/fact-sheet-clean-power-plan-key-changes-and-improvements 	9	0.35%







epa.gov/cleanpowerplan

Top referrers

Previous Page Path	Pageviews	% Pageviews
epa.gov/cleanpowerplan/clean-power-plan-existing-power-plants 	844	31.12%
epa.gov/climatechange/reducing-greenhouse-gas-emissions 	277	10.21%
epa.gov/cleanpowerplan/regulatory-actions 	257	9.48%
search.epa.gov/epasearch/epasearch 	221	8.15%
epa.gov/cleanpowerplan/learn-about-carbon-pollution-power-plants 	210	7.74%
epa.gov/cleanpowerplan/fact-sheet-overview-clean-power-plan 	160	5.90%
cleanpowerplanmaps.epa.gov/cpp/index.html 	106	3.91%
epa.gov/history 	73	2.69%
epa.gov/cleanpowerplan/carbon-pollution-standards-new-modified-and-reconstructed-power-plants 	48	1.77%
epa.gov/cleanpowerplantoolbox 	46	1.70%

epa.gov/cleanpowerplan/learn-about-carbon-pollution-power-plants

Top referrers

Previous Page Path		Pageviews	% Pageviews
epa.gov/cleanpowerplan		426	46.00%
epa.gov/cleanpowerplan/clean-power-plan-existing-power-plants		108	11.66%
epa.gov/ghgemissions/overview-greenhouse-gases		74	7.99%
epa.gov/climatechange/ghgemissions/sources.html		57	6.16%
search.epa.gov/epasearch/epasearch		42	4.54%
epa.gov/cleanpowerplan/carbon-pollution-standards-new-modified-and-reconstructed-power-plants		38	4.10%
epa.gov/cleanpowerplan/fact-sheet-overview-clean-power-plan		34	3.67%
epa.gov/ghgemissions/sources-greenhouse-gas-emissions		34	3.67%
epa.gov/cleanpowerplan/regulatory-actions		14	1.51%
epa.gov/climate-change-science/overview-climate-change-science		12	1.30%

epa.gov/cleanpowerplan/carbon-pollution-standards-new-modified-and-reconstructed-power-plants

Previous Page Path		Pageviews	% Pageviews
epa.gov/cleanpowerplan/clean-power-plan-existing-power-plants		274	42.75%
epa.gov/cleanpowerplan/regulatory-actions		119	18.56%
epa.gov/cleanpowerplan/carbon-pollution-standards-final-rule-august-2015		79	12.32%
epa.gov/cleanpowerplan/learn-about-carbon-pollution-power-plants		38	5.93%
epa.gov/cleanpowerplan/fact-sheet-overview-clean-power-plan		26	4.06%
epa.gov/cleanpowerplan/carbon-pollution-standards-petitions-reconsideration-april-2016		14	2.18%
epa.gov/cleanpowerplan		13	2.03%
epa.gov/cleanpowerplan/fact-sheet-clean-power-plan-carbon-pollution-standards-key-dates		10	1.56%
epa.gov/cleanpowerplan/fact-sheet-details-about-proposal-new-sources		5	0.78%
epa.gov/climatechange/what-epa-doing-about-climate-change		5	0.78%

Judy Dew

Office of Information Management (OIM)

Web Content Services Division (WCSD)

Phone: (919) 541-2987

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From: Orquina, Jessica

Sent: Friday, April 07, 2017 10:37 AM

To: Hart, Daniel <Hart.Daniel@epa.gov>

Cc: Dew, Judy <Dew.Judy@epa.gov>

Subject: Re: Top web search terms

I talked to JP. He clarified his question. What he wants to know is referring sites to the CPP web area.

Jess

Jessica Ann Orquina

Associate Director

Office of Web Communications

U.S. Environmental Protection Agency

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On Apr 7, 2017, at 10:27 AM, Hart, Daniel <Hart.Daniel@epa.gov> wrote:

Judy, see below. JP is our new AA. Can you help us answer his questions he raises?

Daniel (Danny) Hart | Director of Web Communications | Office of Public Affairs |
U.S. EPA | [Tel:202.564.7577](tel:202.564.7577) | cell: [202.365.7095](tel:202.365.7095)

Begin forwarded message:

From: "Freire, JP" <Freire.JP@epa.gov>
Date: April 7, 2017 at 9:00:56 AM EDT
To: "Orquina, Jessica" <Orquina.Jessica@epa.gov>
Cc: "Konkus, John" <konkus.john@epa.gov>, "Hart, Daniel" <Hart.Daniel@epa.gov>, "Hull, George" <Hull.George@epa.gov>
Subject: RE: Top web search terms

This is very interesting!

When folks were searching climate change, what were they most often getting to?
I guess I'm asking, where would they land most frequently? (Not the top search
result, but the most trafficked page coming from a climate page search.

Separately: Can we figure out the top referrer to our climate change pages
(specifically the Clean Power Plan site)?

From: Orquina, Jessica
Sent: Friday, April 7, 2017 8:58 AM
To: Freire, JP <Freire.JP@epa.gov>
Cc: Konkus, John <konkus.john@epa.gov>; Hart, Daniel
<Hart.Daniel@epa.gov>; Hull, George <Hull.George@epa.gov>
Subject: Top web search terms

Hi JP,

These are the top 10 search terms on EPA.gov for the last year by month. That
should help you understand what people are coming to our site for. Let us know if
you have any questions or there's other information you would like to see.

Thanks! Jess

Top Search Terms

Mar-17	Feb-17	Jan-17	Dec-16	Nov-16	Oct-16	Sep-16	Aug-16	Jul-16	Jun-16	May-16	Apr-16	Mar-16
climate change	climate change	climate change	radon	radon	radon	interior design	interior design	interior design	interior design	interior design	interior design	lead

lead	radon	global warming	climate change	lead	lead	lead	radon	radon	radon	acid rain	acid rain	radon
radon	global warming	lead	lead	climate change	climate change	radon	lead	lead	lead	radon	radon	asbestos
clean water act	lead	radon	acid rain	acid rain	acid rain	clean water act	mold	tsca	tri	lead	lead	superfund
clean air act	clean water act	climate change	asbestos	ozone	asbestos	mold	tsca	mold	tsca	search	superfund	acid rain
global warming	acid rain	asbestos	mold	asbestos	mold	asbestos	asbestos	naled	asbestos	climate change	climate change	air pollution
air pollution	clean air act	clean air act	clean air act	air pollution	clean water act	tsca	rcra	asbestos	mold	asbestos	clean air act	mold
superfund	air pollution	abrupt climate change	clean water act	clean water act	superfund	clean air act	superfund	superfund	naled	water	asbestos	clean air act
asbestos	asbestos	clean water act	superfund	clean air act	water	acid rain	clean water act	rcra	search	pfoa	clean water act	water
acid rain	water	climate change action plan	global warming	mold	air pollution	climate change	clean air act	water	superfund	mold	water	clean water act

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